By allowing cell phone use during flight you are interfering with the safety should there be an emergency on board and a landing would be required. It would be annoying to those passengers seated around them. They are very inconsiderate on the ground, driving a car let alone in the air. They have always been able to last the length of a flight without a phone to there ear, why start now making it a problem in flight. Serving drinks on the ground before departure has been a problem. Often those on there phones are passed over because they do not even acknowledge your presence and miss a beverage as a result. In the air can you imagine the turmoil that would occur we would never get anything done. Think about it from a Flight att. point of view, we might as well not even attempt it. People can be so rude! It will be a big mistake should you choose to allow this to happen.